Synopsis onthetopic Entitled

"IMPACT OF DIGITAL TECHNOLOGIES ON CONSUMER BUYING BEHAVIOR -A STUDY WITH SPECIAL REFERENCE TO BELGAUM DISTRICT, KARNATAKA"

Submitted

By

Amita S. Sannaki
Research scholar
Karnataka State Akkamahadevi Women University
Vijayapura

Under the guidance of

Dr. S. R. Ganesh
Assistant professor
Department of commerce
Karnataka State Akkamahadevi Women University
Vijayapura

Department of PG Studies and Research in Commerce
Karnataka State Akkamahadevi Women University,
Vijayapura

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1. INTRODUCTION ABOUTTHE TOPIC

Newtechnologyhasempoweredconsumers.Theyhaveunlimitedaccesstoinformation anddemand productsandservices whentheywant. Social mediahas givenconsumers a bigger voice and new channelsto communicatewithbrandsand share theiropinions with peers. Technology is the leading driver of change globally. It is driving swift change in various areas of our lives from how we work to how we spend our time at home.Nearlyeverythinginourworldisdrivenbytechnology.Whetheritishealthcare, mobility, work or entertainment, in every area, technology has brought enormous changes to how we live and spend our time.

Everyday consumers around the world use apps and websites to avail of various productsandservices.Itwouldnotbewrongtosaythat digitaltechnologyhasbecome our way of life. Technological advancements have changed our lifestyles and way of living forever, Social media ,Netflix, YouTube, Snap chat, Online shopping, all these are now part and parcelofour lives. It was not so a few decades ago. Technologyhas changed us a lot and as individual consumers, our decision making and consumption patterns are affected to a large extent by technology.

Fromwhattobuytohowandwheretobuy, andwhichoptionstoconsider, technology plays a major role in affecting consumer behavior and buyer decision making process acrosstheentireworld.Asbusinesseshavecometorecognizetheroleofconsumers in termsofbusinessgrowthandsuccess,theyareinvestingheavilyincustomerexperience across all touch points including physical and digital.

With the growing role and impact of digital technology in our daily lives, businesses now know that digitaland digitization are essential for market expansion and growth. Here are some important facts that businesses and managers need to be aware of considering how digitaltechnology is changing consumer behavior around the world. Businesses are operating in a highlycompetitive environment. Technologyhas driven major changes industry-wide including higher competition for each customer and a higherneedtofocusondataandanalyticstogrowcustomerengagementandfor

providing a superior customer experience. Businesses need to focus on the overall impact oftechnologyintermsofconsumerbehaviorsothattheycanengagecustomers across all touch points and drive higher customer satisfaction. There is an intricate relationship betweentechnologyand consumer behavior. Businessesneed to be aware ofthis relationship so theycanadoptoperating models whichhelp thembecome more successful and customers' There are many emerging technologies in the field of computing, including:

1) ArtificialIntelligence(AI)
2) MachineLearning
3) Blockchain
4) Big data Analytics
5) Virtualreality(VR) andAugmentedreality(AR)
6) InternetofThings(IoT)
7) Voicesearch,Chatbots
8) Wearabletechnology

2. LITERATUREREVIEW

A literature review is a literature summary that is applicable to a particular field or subject. Astudyofcritical literature is a criticalevaluation ofthe literature concerned. Literature includes all related books, journal papers, newspaper articles, historical documents, government studies, theses and dissertations, etc. The 'relevant' is a key wordinLiteratureReview. Areviewoftheliteratureprovidesanoverviewofthefield of inquiry: what the key writers have already written about the subject.

1. **Bhuvanesh kumar sharma and Vimal Kamleshkumar Bhatt(2020) in their study titled" Impact of Social Media on Consumer Buying Behavior-A descriptive study on TAM Model",** reveals that when the consumer wants to purchase through social media, their purchase intention is dependent on perceived usefulness, perceived value and perceived risk all these factors are correlated.Throughreliabilityanalysis,theinternalconsistencyofthequestionnaire is used as a research instrument. Reliability is measured withthe help ofcronbach alpha.And use multiple regressionco-efficient correlation inthisstudyofanalysis.

2. **DaliborkaBlazheska,NatashaRistovskaandSashkoGramatnikovski(2020)in theirstudytitled"TheImpactofDigitalTrendsonMarketing",** recommended to create and apply digital strategies for more efficient communication with the companies customers and get better results in improving the business and every company should devise a strategy that will combine traditional and modern communication media. Data collection was done based on a surveyquestionnaire. Thesurveyquestionnairewasdistributedtoemployeesinmanagement positionsin companies, marketing directors and PR directors.

3. **Jeetesh Kumar,RupamKonar and Kandappan Balasubramanian(2020) in theirtitled"TheImpactofSocialMediaonConsumersPurchasingBehaviour In Malaysian Restaurants",** reveals that the electronic word of mouth ,social media advertisement and online ordering system significantly determined consumers purchasing behavior, however highly accessible information through social media don't have a positive implicationon consumers purchasing behavior. And also social networking sites have higher credibility compared to advertisementsandothermarketingmeansofmassmedia.Purposivesamplingwas applied to select the restaurants, whereas the non-convenience random sampling technique was employed to collect data , PLS-SEM was used to analyse the data. The results proved that the electronic word of mouth (E-WOM), social media advertisement and online ordering system significantly determined consumers' purchasing behaviour.The quantitative research method was adopted to test the hypothesis and used a Five-point Likert scale for data analysis.

4. **Jenyo Gabriel K. and SoyoyoKolapo M.(2015) in their study titled "Online Marketing and Consumer Purchase Behaciour :A study of Nigerian Firms",** revealsthatthereissignificantrelationshipbetweenonlinemarketingandconsumer purchasedecisionandtheuniquecharacteristicsoftheinternet,suchasinformation accessibility, may modify the behavior of consumers who follow another based decision making process through. For this research the reliability is measured by internal consistency approach. That is the concept stressing on the consistency between items in the questionnaire. A construct or variable is reliable

iftheCroanbach'sAlpha ismorethan0.6.TheCronbach'sAlpha valuehere is 0.794.

5. **K.R.Mahalaxmi and P.Ranjith(2016)intheirstudy titled "A study on Impact of Digital Marketing in Customer Purchase Decision in Trichy",** reveals that customers areaware of digital marketing and they prefer to buy electronic and shopping goods through digital channels in their purchase behavior and also concludes that the influence of the digital channels not supporting in change of opinionofcustomertowardspurchasingaproduct,butinfuturethedigitalchannels influence the customer purchase opinion as there is a consideration for digital channels among customers are manifest.. The results of the survey are analyzed using chi square test. The findings revealed that customers are aware of digital marketing and they prefer to by electronic and shopping goods through digital channels in their purchase behaviour. They have used non comparative scaling technique likert scaling for questionaire .

6. **Md.HosseinMoshrefJavadi,HosseinRezaeiDolatabadi,MojtabaNourbaksh, AmirPoursaeediandAhmadRezaAsadollahi(2012) Intheirstudytitled"**An AnalysisofFactorsAffectingonOnlineShoppingBehaviorofConsumers"reveals that financial risk and no delivery risk negatively affected attitude towards online shopping and also indicated that domain specific innovativeness and subjective normspositivelyaffectedonlineshoppingbehaviorofconsumers.Inthisregression analysiswasusedondatainordertotesthypothesizesofstudy. Thisstudyisbased onapplied research from purpose perspective and descriptive-survey with regard tothenatureandmethod(typeofcorrelation).Inordertotestthestudy'shypotheses, aseriesofregressionswereusedtoanalyzetherelationshipsbetweenthepredictors (independent variables) and the dependent variables.

7. **MehrdadSalehi(2012)inhisstudytitled"ConsumerBuyingBehaviortowards Online Shoppingstores inMalaysia",reveals**that consumers are not interested orcouldnotbelieveanyadvertisement intheinternet becausetheinternet usersare overloaded by advertisement spam's.The study focused on nine independent variablesnamelyappearance,quickloading,security,sitemap,validity,promotion,

attractiveness, believability, andoriginality. We appliedFive-point Likert Scaleto measuretheinfluentialfactorsonintentionforonlineshopping.Thefindingsofthe study indicated that the first five factors influence consumers towards online shopping and security is the factorthat contributes most towards online shopping. In this study factor analysis was employed to explore the underlying factors associated with9 items byusing PrincipalComponent Analysis(PCA).And KMO is used to assess which variables need to drop from the model due to multi Collinearity.

8. **Nima Barhemmati and Azhar Ahmad in their study titled "Effects of Social Network Marketing (SNM) on Consumer Purchase Behavior through Customer Engagement",** examines that how social network marketing will influence the ultimate consumer purchase behavior among people who often use social networking websites and to investigate the predicted relationship among social network marketing activities and customer engagement. Their study concludesthat people withvarious income levels are influenced similarlyin terms of consumer purchasing power and their contacts on social networking sites more intensive than a simple and direct advertisement blinking on their home page.A quantitative survey was conducted in this study. The results showed positive relationships between customer engagement of social networking and their purchase behaviors..Its finds that the respondents are influenced more by the people'sideaandfeedback'sratherthanseeinganadvertisementdirectly.Thestudy analyzed using mean frequency method. Frequencyofvariables, cross-tabs, T-test andwerealso usedto analyze the findingsandalso usedfive factorLikert scaling.

9. **NachiketC.Sangvikar(2017) in his study titled" Impact of Digital Marketing anditsChallenges",**examinesthatdigitalmarketingdonotcomewithoutattempt, without trial and error, the watchwords "test, learn and evolve" should be at the heart of all digital marketing initiatives and companies shouldcreate innovative customerexperiencesandspecificformediatoidentifythebestpathfordrivingup digital marketing performance.. It typically encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.in

thisstudyresultsisbasedonDescriptiveandanalyticalwayandalso usedifferent co-efficient regression tools.

10. **Naseeth Ahamed Nizar and Chrishankar Janathanan(2018) in their study titled" Impact of Digital Marketing On Consumer Purchase Behavior" ,** revealsthattherewaspositivecorrelationidentifiedinthisresearchwhichhelpthe study to prove its overall value and also develops a much functional and less complexed process to develop social media marketing in order to predict the consumerpurchasebehavior.Onlineshoppinghasmoredangerousoperationwhen consumerbuygoodsfromonlinesiteandalsocompaniesdevelopingtrustbyonline shopping is complicated than in normal outlets.In their research Cronbach Alpha, Regression for the independents variables, Correlation for both dependent and independent and descriptive statistics was found byusing the IBM SPSS software forthisresearch.Thehypothesisthatwasidentifiedforthisresearchwereaccepted.
    Finding that there was a significant positive correlation identified in this research which help the study to prove its overall value.

3. RESEARCHGAP

The study made previously does not cover the area selected under this research that is Impactofdigitaltechnologiesonconsumer buying behaviour withspecialreferenceto Belgaum district.

4. STATEMENTOF PROBLEM

In this modern era, the usage of digital technology has gained more importance. It is also associated with more of security threats and data theft. Most of the people are aware ofthe available technologybut there is a need for awareness about the usage of it without any loss of data.

5. SIGNIFICANCEOFTHESTUDY

There is necessity for the study of impact of consumer buying behaviour in order to know the levelofease for the people in making payments and sometimes the security threats that they face.

6. RESEARCHOBJECTIVES

1. Tostudythedifferentdigitaltechnologiesusedinconsumerbuying behavior.
2. To analyze the impact of digital technologies on the behavior of consumers purchasing cosmetic products in Belguam District.
3. To study the effect of Artificial Intelligence on end-user online purchasing decisions.
4. Toanalyzetherelationshipbetweendigitaltechnologies&buying behavioron the basis of factors such as trust, risk, word of mouth(WoM) and perceived ease of use(EoU)
5. To identify the barriers for consumes to purchase online using digital technologies.
6. To Find and suggest beneficial methods to reduce barriers for consumers to purchase online using digital technologies.

7. SCOPEOF STUDY

To study the various digital technologies used in marketing, the researcher has focusedoncosmeticsindustryand different digitaltechnologiesadoptedwithregard to it. The researcher has selected Nykaa,Lakme,Loreal,Mamaearth and Maybelline cosmetic brands for research study.

8. RESEARCHVARIABLES

Independent variables- Demographic factors, Cost Efficiency, Information satisfaction, Consumer trust, Internet shopping experience.

Dependentvariables:Consumerpurchasebehavior.

9. OPERATIONALDEFINITIONS

Digital Technology: Digital technologies are electronic tools, systems, devices and resources that generate, store or process data. Well known examples include social media, online games, multimedia and mobile phones. Digital learning is any type of learning that uses technology.

ConsumerBehavior: Itisthestudyofindividuals, groups,ororganizationsandallthe activitiesassociatedwiththepurchase,useanddisposalofgoodsandservices.

Consumerbehaviourconsistsofhowtheconsumer'semotions,attitudes,and preferences affect buying behaviour

10. HYPOTHESIS

H1:There is a significant relationship between digital technologies and consumer buying behavior.

H2:Thereisasignificantrelationshipbetweengenderandconsumerbuying behavior.

H3: There is a significantrelationshipbetween income levels of the respondents and consumer buying behaviour.

H4:Thereisasignificantrelationshipamongagegroupofpeoplewiththe respect tostudy variable.

H5:Thereissignificantrelationshipbetweenareaandconsumerbuyingbehavior.

H6:Thereisasignificantrelationshipbetweeneducation andconsumerbuying behavior.

H7:ThereisasignificantrelationshipbetweenArtificialIntelligenceand consumer buying behavior.

H8:Thereis asignificantrelationshipbetweenbarriersanddigitaltechnology.

11. RESEARCHMETHOD ADOPTED

The Researcher has adopted descriptive or survey research method for the study to describe the factors effect on consumer behaviour in online shopping and data collection.

12. DATACOLLECTIONMETHOD

Primary data: Primary data will be collect through a structured questionnaire and survey method fromall types of customers who have adopted Digital Technologies for their day to day transactions. The researcher will be selecting 600 samples for data collection with the help of structured Questionnaire. The Convenient Sampling and Quota sampling method would be adopted for collection of data.**Secondary data:** Secondary sources will becollected through books, newspaper, journals, websites, articles, government records etc.

13. SECTIONOF SAMPLE

Target Population: As per the 2024 the population of Belagavi city is approximately 7,12,000 and my target population is 67% of total population i.e.4,77,020.

Study Population andSampling technique adopted: The target populationofBelgaumcity is 4,77,020 and a total of 600 respondents opinion was collected and consolidated to support the study.This target population for the study is considered the most suitable for drawing a representative sample that can be used to obtain the required results.The Convenient Samling and Quota sampling method would be adopted for collection of data.

14. PLANOFANALYSIS (TENTATIVE)·

- **a.** Review
- **b.** Framinghypothesis
- **c.** Testingofhypothesisusingstatisticaltools
- **d.** Parametric Tests:Ztest,ANOVA
- **e.** Non-ParametricTests:Chi-squaretest

The ANOVA test allows a comparison of more than two groups at the same timetodeterminewhetherarelationshipexistsbetweenthem. Achi-squaretest is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables.

15. CHAPTERSCHEME

Chapter1:Introduction: Thischapter providesthebasisoftheresearchandprovides a generalbackground tothe study,thischapter includesstatement ofproblem, need of the study, objectives of the research, scope of the study, operational definitions of the variables used in the study, literature review, identification of research gap and formulation of frame for the present research study.

Chapter 2: Research Methodology: This Chapter deals with the research design, nature, and source of data, Data collection instrument, validity test, Sampling technique, Sample population, sample size, data collection method, pilot study, researchtoolsandsoftwarepackagesusedforthestudy.

Chapter 3: Profile of the Study Area:The chapter deals with the profile of the study area.

Chapter 4:Data Analysis and Interpretation: This Chapter presents a detailed analysis of the data collected from both primary and secondary sources and effective interpretation of the data analysis and the analysis methods are used to answer the research questions.

Chapter5:Findings,SuggestionsandConclusion:ThisChapterdealswithadetailed summaryofthefindingsofthestudy, implications, limitationsandincludesthedetails about the managerial implications of the study, directions for future research and effective conclusions drawn from research.

16. LIMITATIONSOFSTUDY

The study was limited to investigate and find out the impacts of digitization on consumer buying behavior with respect to demographics only while there are many otheraspectsthatneedtobeinvestigatedandaddressedsuchasgeographicconstraints, technology constraints, culture, and financial viability constraints. Another limitation was that the survey conducted and the data collected was only from the urban areas, whereasruralstudiesandsurveysshouldalsobeconductedtograspthelevelofimpact of digitization on consumer buying behavior.

17. EXPECTEDOUTPUTS

The study mainly focuses onthe impact of digital Technologies on consumers buying behavior. By using digital technologies Companies get increased in sales, profit, long term success and brand loyalty by improvements in their products. Consumer get personalized products, easy access, fast service, quality content about product or servicesetcand it willoutputtoGovernment alsotoincrease inrevenue inthe formof Tax.

18. BENEFICIARIES

It will beneficial to Business which helps to increase their sales by creating brand awarenessabouttheirproducttoprovidecontent using different digitaltechnologies. I will also beneficial to customer to get information about product availability, fast service, easypayment, easydelivery, createloyaltyetc.Thegovernment is beneficiary here to increase revenue through tax paid by businesses and customers.

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ResearchScholar **ResearchSupervisor**

Place:

Date: